

# Smart Merchandizing, Right Outlet, Right Display, Ideas that work



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Chapter - 1

# Why Rx Availability Is The New Battleground



# Why Rx Availability Is The New Battleground

A prescription is a promise. When that promise breaks at the chemist's shelf, it is more than just a missed sale. It dents the doctor's confidence and frustrates the patient. In India's competitive pharma landscape, where multiple brands fight for the same molecule, availability is often the differentiator.

## During The Webinar

we heard how availability gaps erode months of effort spent in doctor engagement. If the product is not present at the right chemist, the prescription shifts to whichever brand is available. Over time, the doctor also changes their prescribing habit.

## Availability

Availability is not just a supply chain issue—it is a trade engagement issue. Merchandising, outlet selection, and retailer trust play just as much a role as distribution efficiency.



**Power Tip:** Always track \*availability-linked sales loss. Even a 5% leakage can equal crores annually.



In the last 30 days, how many prescriptions for your brand might have been lost because the product was not on the shelf?

Chapter - 2

# Outlet Selection: Picking the Right Stores for Maximum Impact



# Picking the Right Stores For Maximum Impact

As Our speaker, Sudhakar Sharma explained, “Strategic location is the first and foremost thing.” Not all outlets are equal. A modern trade chain may have **500 stores, but only 50 might** really matter for your category.

## ● #1

### Location & Footfall

Does the store have the right patient flow for your therapy?

## ● #2

### Target Audience Fit

Is the catchment aligned to your product’s pricing and profile? For example, premium derma sells better in Bandra than in Rewari.

## ● #3

### Competitor Presence

If competitors are performing well here, it signals that demand already exists.

## ● #4

### Store Layout & Display Options

Can your product secure countertop, gondola, or endcap placement?

# Field Note

A leading derma brand evaluated outlets across Mumbai using this scorecard and discovered that 30% of their budget was going into low-value stores. Redirecting that spend gave them 18% lift in sales in 90 days.



**Power Tip:** Create a simple outlet scorecard before committing merchandising spend. Focus beats spread.



Do you know your top 20% outlets that drive 80% of sales?

Chapter - 3

# Modern Trade VS Traditional Chemists: What Really Differs?





# Modern Trade vs Traditional Chemists

Modern trade (Wellness Forever, Apollo, Guardian) and traditional chemists differ not only in scale but also in mindset. Modern trade offers structured displays, category management, and planograms. Traditional chemists rely on personal trust, staff recall, and impulse buys at the counter.



## In modern trade, you can:

- Run structured loyalty or staff incentive programs.
- Get access to data on offtake and stock movement.
- Leverage gondolas, endcaps, and floor units for premium visibility.

## In traditional chemists, success comes from:

- Strong retailer relationships.
- Countertop placement for OTX products.
- Simple visibility tools like danglers and shelf strips.



**Power Tip:** Reserve high-investment displays for modern trade. Use low-cost but frequent visibility tactics for traditional chemists.



Are you treating both formats with the same strategy, or tailoring tactics to their strengths?

Chapter - 4

# The Link Between Merchandising And Sales Conversion

# Link Between Merchandising and Sales Conversion

As our speaker Meganathan said, “If you have proper merchandising, it leads to sales conversion.” Visual merchandising influences buying decisions—even for pharma. Patients often pick what they see first, especially for OTC and OTX categories.

## Examples from the field:

### Cold & Cough season

Displays near counters drive impulse purchases.

### Vitamin supplements

Visibility at cashier counters ensures quick picks.

### Ayurvedic brands like Dabur Honitus

Their positioning at the counter builds recall and trust.

Merchandising also influences chemist behavior. When a brand invests in visibility, chemists are more likely to recommend it over alternatives.



**Power Tip:** Always connect merchandising spend with sales KPIs. Measure before-and-after impact at pilot outlets.



Which of your brands today could see a 20% sales lift if it had stronger visibility at the counter?

Chapter - 5

# FMCG Lessons Pharma Can Steal Today



# FMCG Lessons Pharma Can Steal Today

The FMCG playbook is full of smart merchandising lessons. From the slides we reviewed, here are some to adapt:

## Countertop Branding:

- The most valuable real estate. Use it for impulse OTX products.

## Gondola and Endcap Displays

Ideal for vitamins, derma, and nutrition.

## Shelf Strips and Danglers:

Low-cost ways to win recall across multiple categories.

## Invoice Branding:

Adding product messages on receipts or WhatsApp invoices.

## Cross-Merchandising:

Pair BP monitors with hypertension drugs, or baby care with supplements.

## Seasonal Themes:

Pair BP monitors with hypertension drugs, or baby care with supplements.



**Power Tip:** Don't wait for perfection. Test small, measure impact, then scale.



What FMCG-inspired tactic can you pilot in the next 30 days?

Chapter - 6

# Building Seasonal And Low-Budget Merchandising Models



# Changing Consumer & Doctor Behaviors

Budgets are always under pressure, and pharma also faces compliance restrictions. Yet, as Meganathan highlighted, simple tools work:

- **Danglers:**  
Inexpensive and effective.
- **Chemist notebooks:**  
Daily-use items that ensure brand recall.
- **T-shirts for staff**  
Low-cost visibility with strong impact (Daijin's campaign drove huge lift).
- **Patient education posters**  
Build awareness while staying compliant.

## The Implication

The trick is consistency. A seasonal calendar—winter (cold & joint pain), summer (skin, hydration), monsoon (antifungals)—ensures that merchandising is timely.



**Power Tip** Small, repeatable activities beat one big annual campaign. Build rhythm, not bursts.



Do you have a seasonal merchandising calendar for your top 3 brands?

Chapter - 7

# Practical Plays: 6–10 Tactics You Can Deploy This Month





# Practical Plays: 6–10

## Tactics You Can Deploy This Month

Here's a ready list you can try right away:

- #1 Evaluate your top 50 outlets with the scorecard template.
- #2 Pilot countertop displays in 10 high-footfall chemists.
- #3 Introduce shelf strips for one brand in 100 stores.
- #4 Train chemist staff on a single USP of your lead brand.
- #5 Launch a seasonal dangler campaign aligned to flu or skin season.
- #6 Test invoice branding (paper or WhatsApp) for OTX products.
- #7 Run a low-cost staff incentive program at 20 outlets.
- #8 Cross-merchandise—pair BP monitors with hypertension drugs.



**Power Tip:** Don't overcomplicate. Pick one tactic, measure it, and expand only if it works.